




# PATENT COOPERATION TREATY

**PCT****NOTIFICATION OF ELECTION**

(PCT Rule 61.2)

From the INTERNATIONAL BUREAU

To:

United States Patent and Trademark  
Office  
(Box PCT)  
Crystal Plaza 2  
Washington, DC 20231  
ÉTATS-UNIS D'AMÉRIQUE

in its capacity as elected Office

<b>Date of mailing (day/month/year)</b> 19 November 1998 (19.11.98)	
<b>International application No.</b> PCT/DK98/00119	<b>Applicant's or agent's file reference</b> 9315WO/SA/ar
<b>International filing date (day/month/year)</b> 25 March 1998 (25.03.98)	<b>Priority date (day/month/year)</b> 25 March 1997 (25.03.97)
<b>Applicant</b> THOMSEN, Erik, Brogaard	

1. The designated Office is hereby notified of its election made:

☒ in the demand filed with the International Preliminary Examining Authority on:  
15 October 1998 (15.10.98)

☐ in a notice effecting later election filed with the International Bureau on:  
\_\_\_\_\_

2. The election ☒ was  
☐ was not

made before the expiration of 19 months from the priority date or, where Rule 32 applies, within the time limit under Rule 32.2(b).

The International Bureau of WIPO  
34, chemin des Colombettes  
1211 Geneva 20, Switzerland

Authorized officer

Dominique DELMAS

## PATENT COOPERATION TREATY

PCT

From the INTERNATIONAL BUREAU

NOTIFICATION OF THE RECORDING  
OF A CHANGE(PCT Rule 92bis.1 and  
Administrative Instructions, Section 422)

To:

PATRADE A/S  
Store Torv 1  
DK-8000 Aarhus C  
DANEMARK

Date of mailing (day/month/year)

19 November 1998 (19.11.98)

Applicant's or agent's file reference

9315WO/SA/ar

## IMPORTANT NOTIFICATION

International application No.

PCT/DK98/00119

International filing date (day/month/year)

25 March 1998 (25.03.98)

1. The following indications appeared on record concerning:



the applicant



the inventor



the agent



the common representative

Name and Address

LOGO PAINT  
Paladspassagen 7  
DK-7100 Vejle  
Denmark

State of Nationality

DK

State of Residence

DK

Telephone No.

Facsimile No.

Teleprinter No.

2. The International Bureau hereby notifies the applicant that the following change has been recorded concerning:



the person



the name



the address



the nationality



the residence

Name and Address

LOGO PAINT  
Fredericiavej 88G  
DK-7100 Vejle  
Denmark

State of Nationality

DK

State of Residence

DK

Telephone No.

Facsimile No.

Teleprinter No.

3. Further observations, if necessary:

4. A copy of this notification has been sent to:



the receiving Office



the designated Offices concerned



the International Searching Authority



the elected Offices concerned



the International Preliminary Examining Authority



other:

The International Bureau of WIPO  
34, chemin des Colombettes  
1211 Geneva 20, Switzerland

Authorized officer

Dominique DELMAS

## PATENT COOPERATION TREATY

PCT

REC'D 23 AUG 1999

WIPO PCT

## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

381771

Applicant's or agent's file reference 9315WO/SA/ar	<b>FOR FURTHER ACTION</b> See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416)	
International application No. PCT/DK98/00119	International filing date (day/month/year) 25/03/1998	Priority date (day/month/year) 25/03/1997
International Patent Classification (IPC) or national classification and IPC G09F19/22		
Applicant LOGO PAINT et al.		

1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.



2. This REPORT consists of a total of 4 sheets, including this cover sheet.

- ☒ This report is also accompanied by ANNEXES, i.e. sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).

These annexes consist of a total of 12 sheets.

3. This report contains indications relating to the following items:

- I ☒ Basis of the report
- II ☐ Priority
- III ☐ Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- IV ☐ Lack of unity of invention
- V ☒ Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
- VI ☐ Certain documents cited
- VII ☐ Certain defects in the international application
- VIII ☒ Certain observations on the international application

Date of submission of the demand  15/10/1998	Date of completion of this report  13.06.99
Name and mailing address of the international preliminary examining authority:  European Patent Office D-80298 Munich Tel. (+49-89) 2399-0 Tx: 523656 epmu d Fax: (+49-89) 2399-4465	Authorized officer  Axters, M  Telephone No. (+49-89) 2399 2826 

# INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No. PCT/DK98/00119

## I. Basis of the report

1. This report has been drawn on the basis of (*substitute sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to the report since they do not contain amendments.*):

### Description, pages:

5	as originally filed			
2	as received on	11/03/1999	with letter of	09/03/1999
1, 1a-1b, 3, 3a, 4, 4a, 6a	as received on	30/07/1999	with letter of	28/07/1999

### Claims, No.:

1-8	as received on	30/07/1999	with letter of	28/07/1999
-----	----------------	------------	----------------	------------

### Drawings, sheets:

1/3, 2/3	as originally filed			
3/3	as received on	30/07/1999	with letter of	28/07/1999

2. The amendments have resulted in the cancellation of:

- ☐ the description, pages:
- ☐ the claims, Nos.:
- ☐ the drawings, sheets:

3. ☐ This report has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed (Rule 70.2(c)):

4. Additional observations, if necessary:

# INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No. PCT/DK98/00119

## V. Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

### 1. Statement

Novelty (N)	Yes:	Claims	1-8
	No:	Claims	
Inventive step (IS)	Yes:	Claims	1-8
	No:	Claims	
Industrial applicability (IA)	Yes:	Claims	1-8
	No:	Claims	

### 2. Citations and explanations

**see separate sheet**

## VIII. Certain observations on the international application

The following observations on the clarity of the claims, description, and drawings or on the question whether the claims are fully supported by the description, are made:

**see separate sheet**

**Re Item V**

**Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement**

1. The following statements are made taking the clarity objections raised under section VIII into account:

The advertisement print according to claim 1 differs from the print according to WO 93/04559, which is considered to represent the most relevant state of the art, in the specifically defined print depicting an advertisement in three dimensions and comprising first and second figurative elements which are applied with a specifically defined angled relationship.

This solution is not suggested by the cited documents and result in that the print will get its natural appearance when the print carrier is viewed in a given oblique angle. In other viewing angles the print will give a distorted picture.

The subject-matter of claim 1 therefore appear to meet the requirements of Art. 33(2) and 33(3) PCT.

2. Dependent claims contain further particulars of the subject-matter according to claim 1 and appear therefore also to meet the requirements of Art.33(2) and 33(3) PCT.

**Re Item VIII**

**Certain observations on the international application**

1. It appears essential for the invention that the angles  $\alpha$ ,  $\beta \neq 0$  because otherwise the effect provided by the invention and as defined in claim 1 appears not to be achievable; the print would simply be a normal print lay-out designed to be read with a perpendicular with to the print carrier. This should also be clarified in claim 1.
2. The bracketed expression in claim 1 render the claim unclear because it is unclear whether the features in the brackets are limiting or not. However, it appears that the definitions of the angles are features which are essential for the invention and they should therefore be expressed without the brackets.

PCT

## REQUEST

The undersigned requests that the present international application be processed according to the Patent Cooperation Treaty.

For receiving Office use only

PCT/DK 98/00119

International Application No.

25 MARCH 1998

International Filing Date

Patentdirektoratet

Danish Patent Office

Name of receiving Office and "PCT International Application"

Applicant's or agent's file reference  
(if desired) (12 characters maximum)

9315W0/SA/ar

**Box No. I TITLE OF INVENTION**

Figurative print at a plane print carrier and use of such figurative print

**Box No. II APPLICANT**

Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this Box is the applicant's State (i.e. country) of residence if no State of residence is indicated below.)

Logo Paint  
Paladspassagen 7  
DK-7100 Vejle  
Denmark

☐ This person is also inventor.

Telephone No.

Facsimile No.

Teleprinter No.

State (i.e. country) of nationality:

DK

State (i.e. country) of residence:

DK

This person is applicant  
for the purposes of:☐all designated  
States☒all designated States except  
the United States of America☐the United States  
of America only☐the States indicated in  
the Supplemental Box**Box No. III FURTHER APPLICANT(S) AND/OR (FURTHER) INVENTOR(S)**

Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country. The country of the address indicated in this Box is the applicant's State (i.e. country) of residence if no State of residence is indicated below.)

THOMSEN, Erik Brogaard  
Volmersgade 19  
DK-7100 Vejle  
Denmark

This person is:

☐ applicant only☒ applicant and inventor☐ inventor only (If this check-box  
is marked, do not fill in below.)

State (i.e. country) of nationality:

DK

State (i.e. country) of residence:

DK

This person is applicant  
for the purposes of:☐all designated  
States☐all designated States except  
the United States of America☒the United States  
of America only☐the States indicated in  
the Supplemental Box☐ Further applicants and/or (further) inventors are indicated on a continuation sheet.**Box No. IV AGENT OR COMMON REPRESENTATIVE; OR ADDRESS FOR CORRESPONDENCE**

The person identified below is hereby/has been appointed to act on behalf of the applicant(s) before the competent International Authorities as:

☒

agent

☐

common representative

Name and address: (Family name followed by given name; for a legal entity, full official designation. The address must include postal code and name of country.)

Patrade A/S  
Store Torv 1  
DK-8000 Aarhus C  
Denmark

Telephone No.

+45 8730 3700

Facsimile No.

+45 8730 3701

Teleprinter No.

☐ Mark this check-box where no agent or common representative is/has been appointed and the space above is used instead to indicate a special address to which correspondence should be sent.

**Box No.V DESIGNATION OF STATES**

The following designations are hereby made under Rule 4.9(a) (mark the applicable check-boxes; at least one must be marked):

**Regional Patent**

- ☒ **AP ARIPO Patent:** GH Ghana, GM Gambia, KE Kenya, LS Lesotho, MW Malawi, SD Sudan, SZ Swaziland, UG Uganda, ZW Zimbabwe, and any other State which is a Contracting State of the Harare Protocol and of the PCT
- ☒ **EA Eurasian Patent:** AM Armenia, AZ Azerbaijan, BY Belarus, KG Kyrgyzstan, KZ Kazakhstan, MD Republic of Moldova, RU Russian Federation, TJ Tajikistan, TM Turkmenistan, and any other State which is a Contracting State of the Eurasian Patent Convention and of the PCT
- ☒ **EP European Patent:** AT Austria, BE Belgium, CH and LI Switzerland and Liechtenstein, DE Germany, DK Denmark, ES Spain, FI Finland, FR France, GB United Kingdom, GR Greece, IE Ireland, IT Italy, LU Luxembourg, MC Monaco, NL Netherlands, PT Portugal, SE Sweden, and any other State which is a Contracting State of the European Patent Convention and of the PCT
- ☒ **OA OAPI Patent:** BF Burkina Faso, BJ Benin, CF Central African Republic, CG Congo, CI Côte d'Ivoire, CM Cameroon, GA Gabon, GN Guinea, ML Mali, MR Mauritania, NE Niger, SN Senegal, TD Chad, TG Togo, and any other State which is a member State of OAPI and a Contracting State of the PCT (if other kind of protection or treatment desired, specify on dotted line)

**National Patent (if other kind of protection or treatment desired, specify on dotted line):**

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> AL Albania                               | <input checked="" type="checkbox"/> LT Lithuania                                 |
| <input checked="" type="checkbox"/> AM Armenia                               | <input checked="" type="checkbox"/> LU Luxembourg                                |
| <input checked="" type="checkbox"/> AT Austria and Utility Model             | <input checked="" type="checkbox"/> LV Latvia                                    |
| <input checked="" type="checkbox"/> AU Australia                             | <input checked="" type="checkbox"/> MD Republic of Moldova                       |
| <input checked="" type="checkbox"/> AZ Azerbaijan                            | <input checked="" type="checkbox"/> MG Madagascar                                |
| <input checked="" type="checkbox"/> BA Bosnia and Herzegovina                | <input checked="" type="checkbox"/> MK The former Yugoslav Republic of Macedonia |
| <input checked="" type="checkbox"/> BB Barbados                              |  |
| <input checked="" type="checkbox"/> BG Bulgaria                              | <input checked="" type="checkbox"/> MN Mongolia                                  |
| <input checked="" type="checkbox"/> BR Brazil                                | <input checked="" type="checkbox"/> MW Malawi                                    |
| <input checked="" type="checkbox"/> BY Belarus                               | <input checked="" type="checkbox"/> MX Mexico                                    |
| <input checked="" type="checkbox"/> CA Canada                                | <input checked="" type="checkbox"/> NO Norway                                    |
| <input checked="" type="checkbox"/> CH and LI Switzerland and Liechtenstein  | <input checked="" type="checkbox"/> NZ New Zealand                               |
| <input checked="" type="checkbox"/> CN China                                 | <input checked="" type="checkbox"/> PL Poland                                    |
| <input checked="" type="checkbox"/> CU Cuba                                  | <input checked="" type="checkbox"/> PT Portugal                                  |
| <input checked="" type="checkbox"/> CZ Czech Republic and Utility Model      | <input checked="" type="checkbox"/> RO Romania                                   |
| <input checked="" type="checkbox"/> DE Germany and Utility Model             | <input checked="" type="checkbox"/> RU Russian Federation                        |
| <input checked="" type="checkbox"/> DK Denmark and Utility Model             | <input checked="" type="checkbox"/> SD Sudan                                     |
| <input checked="" type="checkbox"/> EE Estonia and Utility Model             | <input checked="" type="checkbox"/> SE Sweden                                    |
| <input checked="" type="checkbox"/> ES Spain                                 | <input checked="" type="checkbox"/> SG Singapore                                 |
| <input checked="" type="checkbox"/> FI Finland and Utility Model             | <input checked="" type="checkbox"/> SI Slovenia                                  |
| <input checked="" type="checkbox"/> GB United Kingdom                        | <input checked="" type="checkbox"/> SK Slovakia and Utility Model                |
| <input checked="" type="checkbox"/> GE Georgia                               | <input checked="" type="checkbox"/> SL Sierra Leone                              |
| <input checked="" type="checkbox"/> GH Ghana                                 | <input checked="" type="checkbox"/> TJ Tajikistan                                |
| <input checked="" type="checkbox"/> GM Gambia                                | <input checked="" type="checkbox"/> TM Turkmenistan                              |
| <input checked="" type="checkbox"/> GW Guinea-Bissau                         | <input checked="" type="checkbox"/> TR Turkey                                    |
| <input checked="" type="checkbox"/> HU Hungary                               | <input checked="" type="checkbox"/> TT Trinidad and Tobago                       |
| <input checked="" type="checkbox"/> ID Indonesia                             | <input checked="" type="checkbox"/> UA Ukraine                                   |
| <input checked="" type="checkbox"/> IL Israel                                | <input checked="" type="checkbox"/> UG Uganda                                    |
| <input checked="" type="checkbox"/> IS Iceland                               | <input checked="" type="checkbox"/> US United States of America                  |
| <input checked="" type="checkbox"/> JP Japan                                 |  |
| <input checked="" type="checkbox"/> KE Kenya                                 | <input checked="" type="checkbox"/> UZ Uzbekistan                                |
| <input checked="" type="checkbox"/> KG Kyrgyzstan                            | <input checked="" type="checkbox"/> VN Viet Nam                                  |
| <input checked="" type="checkbox"/> KP Democratic People's Republic of Korea | <input checked="" type="checkbox"/> YU Yugoslavia                                |
|  | <input checked="" type="checkbox"/> ZW Zimbabwe                                  |
| <input checked="" type="checkbox"/> KR Republic of Korea                     |  |
| <input checked="" type="checkbox"/> KZ Kazakhstan                            |  |
| <input checked="" type="checkbox"/> LC Saint Lucia                           |  |
| <input checked="" type="checkbox"/> LK Sri Lanka                             |  |
| <input checked="" type="checkbox"/> LR Liberia                               |  |
| <input checked="" type="checkbox"/> LS Lesotho                               |  |

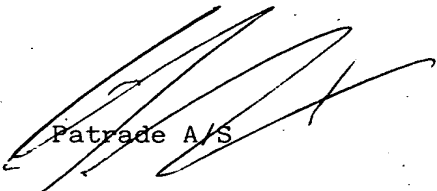
Check-boxes reserved for designating States (for the purposes of a national patent) which have become party to the PCT after issuance of this sheet:

- ☐ .....
- ☐ .....
- ☐ .....

In addition to the designations made above, the applicant also makes under Rule 4.9(b) all designations which would be permitted under the PCT except the designation(s) of \_\_\_\_\_

The applicant declares that those additional designations are subject to confirmation and that any designation which is not confirmed before the expiration of 15 months from the priority date is to be regarded as withdrawn by the applicant at the expiration of that time limit. (Confirmation of a designation consists of the filing of a notice specifying that designation and the payment of the designation and confirmation fees. Confirmation must reach the receiving Office within the 15-month time limit.)



<b>Box No. VI PRIORITY CLAIM</b>		Further priority claims are indicated in the Supplemental Box <input type="checkbox"/>	
The priority of the following earlier application(s) is hereby claimed:			
Country (in which, or for which, the application was filed)	Filing Date (day/month/year)	Application No.	Office of filing (only for regional or international application)
item (1) DK	(25.03.97) 25th March 1997	97 00140	
item (2)			
item (3)			
Mark the following check-box if the certified copy of the earlier application is to be issued by the Office which for the purposes of the present international application is the receiving Office (a fee may be required): <input checked="" type="checkbox"/> The receiving Office is hereby requested to prepare and transmit to the International Bureau a certified copy of the earlier application(s) identified above as item(s): (1)			
<b>Box No. VII INTERNATIONAL SEARCHING AUTHORITY</b>			
Choice of International Searching Authority (ISA) (If two or more International Searching Authorities are competent to carry out the international search, indicate the Authority chosen; the two-letter code may be used): ISA / SE			
Earlier search Fill in where a search (international, international-type or other) by the International Searching Authority has already been carried out or requested and the Authority is now requested to base the international search, to the extent possible, on the results of that earlier search. Identify such search or request either by reference to the relevant application (or the translation thereof) or by reference to the search request: Country (or regional Office):                      Date (day/month/year):                      Number:			
<b>Box No. VIII CHECK LIST</b>			
This international application contains the following number of sheets: 1. request : 3 sheets 2. description : 5 sheets 3. claims : 2 sheets 4. abstract : 1 sheets 5. drawings : 2 sheets Total : 13 sheets		This international application is accompanied by the item(s) marked below: 1. <input type="checkbox"/> separate signed power of attorney                      5. <input checked="" type="checkbox"/> fee calculation sheet 2. <input type="checkbox"/> copy of general power of attorney                      6. <input type="checkbox"/> separate indications concerning deposited microorganisms 3. <input type="checkbox"/> statement explaining lack of signature                      7. <input type="checkbox"/> nucleotide and/or amino acid sequence listing (diskette) 4. <input type="checkbox"/> priority document(s) identified in Box No. VI as item(s):                      8. <input type="checkbox"/> other (specify):	
Figure No. <u>1</u> of the drawings (if any) should accompany the abstract when it is published.			
<b>Box No. IX SIGNATURE OF APPLICANT OR AGENT</b>			
Next to each signature, indicate the name of the person signing and the capacity in which the person signs (if such capacity is not obvious from reading the request).			
 Patrade A/S			

For receiving Office use only	
1. Date of actual receipt of the purported international application: RO/DK 25 MAR 1998 (25.03.98)	2. Drawings: <input type="checkbox"/> received: <input type="checkbox"/> not received:
3. Corrected date of actual receipt due to later but timely received papers or drawings completing the purported international application:	
4. Date of timely receipt of the required corrections under PCT Article 11(2):	
5. International Searching Authority specified by the applicant: ISA / SE	6. <input type="checkbox"/> Transmittal of search copy delayed until search fee is paid

For International Bureau use only	
Date of receipt of the record copy by the International Bureau:	02 APRIL 1998 (02.04.98)

## FIGURATIVT TRYK PÅ EN PLAN TRYKBÆRER OG ANVENDELSE AF SÅDANT FIGURATIVT TRYK.

### Opfindelsens baggrund

- 5 Den foreliggende opfindelse angår et figurativt tryk på en plan trykbærer, og hvilket tryk er plant og omfatter et primært figurativt element, der afbilleder en information i to dimensioner.

10 Det er kendt at lægge et figurativt tryk, såsom et reklametryk på en plan trykbærer, såsom en fodboldbane. Trykket bliver afbilledet i to dimensioner, således som trykket normalt vil tage sig ud på en plan trykbærer. Trykket er således beregnet til at blive beskuet vinkelret på den plane trykbærer, såsom en græsplæne. Specielt i forbindelse med fodboldbaner er dette en fordel, således at mange af tilskuerne til selve fodboldkampen kan beskue reklametrykket. Imidlertid er det en ulempe, at en beskuer, såsom

15 en fjernsynsseer til en fjernsynstransmitteret fodboldkamp, ikke opnår det fulde udbytte af reklametrykkets reklameværdi, idet et givet Tv-kamera ikke nødvendigvis er opstillet således og beskuer reklametrykket således, at reklametrykket fremstår bedst muligt for en fjernsynsseer.

- 20 Det er formålet med den foreliggende opfindelse at tilvejebringe et figurativt tryk, der er lagt på en plan trykbærer således, at trykket fremstår bedst muligt for en udvalgt beskuer.

25 Dette formål opnås med et figurativt tryk, der er særpræget ved, at det primære figurative element set i retning vinkelret på den plane trykbærer er lagt på med en vinkelændring  $\alpha$  af det figurative element i forhold til en retvinklet afbildning af det figurative element på den plane trykbærer, og at vinkelændringen  $\alpha$  er lig en vinkel mellem en retvinklet beskuelse af trykket og en i forhold til retvinklet skæv beskuelse af trykket.

- 30 Den skæve beskuelse af trykket kan svare til en vinkel, som et Tv-kamera er opstillet i set i forhold til en retvinklet beskuelse af trykket. Den skæve beskuelse af trykket kan også svare til en vinkel, som f.eks. bilister på en vej passerer set i forhold til en ret-

vinklet beskuelse af trykket. Den skæve beskuelse af trykket kan være en hvilken som helst vinkel, således at trykket overfor en beskuer i en given position i forhold til trykket fremstår bedst muligt, det vil sige svarende til en retvinklet afbildning for den pågældende beskuer.

5

I en foretrukket udførelsesform for det figurative tryk ifølge opfindelsen er trykket særpræget ved, at trykket omfatter et sekundært figurativt element, hvilket sekundære figurative element afbilleder informationen i en tredje dimension, at det sekundære figurative element set i retning vinkelret på den plane trykbærer er lagt på med en vinkelændring  $\beta$  af det figurative element i forhold til en retvinklet afbildning af det figurative element på den plane trykbærer, og at vinkelændringen  $\beta$  er lig en vinkel mellem en retvinklet beskuelse af trykket og en i forhold til retvinklet skæv beskuelse af trykket.

10

Ved at bibringe trykket et sekundært figurativt element er det muligt at opnå en tredimensionel effekt af trykket for den pågældende beskuer. Det sekundære figurative element er, ligesom det primære figurative element, underlagt en vinkelændring, der medfører en tredimensionel effekt, der er bedst mulig for den pågældende beskuer, det vil sige en tredimensionel effekt svarende til en retvinklet beskuelse af trykket.

15

Det sekundære figurative element kan være en skyggevirkning, en reliefvirkning eller anden tredimensionel virkning af det primære figurative element. I alternative udførelsesformer er trykket forsynet med et tertiært figurativt element, der kan omfatte en forgrund, en baggrund eller en ramme.

20

Trykket ifølge opfindelsen kan være lagt på den plane trykbærer direkte ved, at en farve påsprøjtes eller på anden måde påføres den plane trykbærer. Trykket ifølge opfindelsen kan også være lagt på den plane trykbærer ved, at trykket er fremstillet på et bæremedium såsom en papirbane, og at bæremedit efterfølgende er lagt på den plane trykbærer, f.eks. ved opklæbning.

25

30

### Tegningsbeskrivelse

Opfindelsen vil herefter blive beskrevet nærmere under henvisning til den medfølgende tegning, hvor

- 5      fig. 1            er en perspektivisk afbildning af en bedst mulig beskuelse af trykket ifølge opfindelsen,  
fig. 2            er en perspektivisk afbildning af en meget ringe beskuelse af trykket ifølge opfindelsen, og  
fig. 3            er en plan afbildning af et tryk ifølge opfindelsen.

10

Fig. 1 viser, hvorledes et tryk ifølge opfindelsen vil blive beskuet af en beskuer, der er positioneret bedst muligt i forhold til en beskuelse af trykket. Trykket viser mærket Kvickly, der i Danmark er handelsnavn for dagligvarer forhandlet af Fællesforeningen for Danmarks Brugsforeninger. Trykket er illustreret i en situation, hvor trykket er lagt  
15 på en fodboldbane bag et fodboldmål.

20

Trykket består af et første figurativt element, der er gråtonet, og som udgør orddelen Kvickly, et sekundært figurativt element, der er sort, og som giver en dybde af orddelen Kvickly, og et tertiært figurativt element, der er hvidt, og som udgør en baggrund  
for det primære og det sekundære figurative element.

25

Trykket er lagt på med vinkelændringer i forhold til en retvinklet afbildning af det primære og det sekundære figurative element således, at det primære figurative element og det sekundære figurative element i kombination medfører, at mærket Kvickly  
fremstår som opretstående vinkelret på fodboldbanen og med dybde vinkelret på en baglinje bag fodboldmålet. Trykket er lagt på med vinkelændringer i forhold til en retvinklet afbildning af det tertiære figurative element således, at baggrunden fremstår  
som plan med fodboldbanen og rektangulært med sider, der er vinkelrette henholdsvis parallelle med baglinjen bag fodboldmålet.

30

Fig. 2 viser, hvorledes et tryk ifølge opfindelsen vil blive beskuet af en beskuer, der er positioneret meget ringe i forhold til en beskuelse af trykket. Det fremgår, at trykket

ikke opnår samme effekt som hvis beskuet fra en position svarende til fig. 1. Beskuelse som i fig. 2 er faktisk værre end beskuelse af et tryk, der er plant med fodboldbanen, og som er afbildet som beskuet retvinklet set vinkelret på fodboldbanen. Trykket ifølge opfindelsen er imidlertid bestemt til at blive beskuet af en beskuer i en given position i forhold til trykket, hvilken position er forskellig fra positionen i fig. 2 og lig positionen i fig. 1.

Trykket ifølge opfindelsen er derfor bestemt til at tilgodese en beskuer, der beskuer trykket fra en given position i forhold til trykket, som er en skæv beskuelse af trykket i forhold til en retvinklet beskuelse af trykket. Trykket kan således være bestemt til at tilgodese en fjernsynsseer til en fodboldkamp, der beskuer trykket fra en position af et tv-kamera, eller at tilgodese en bilist foran et firmadomicil, der beskuer trykket fra en position på en vej.

Fig. 3 viser en plan afbildning af trykket således som dette fremstår, når trykket bliver beskuet retvinklet set vinkelret på papirets plan. Trykket omfatter et primært figurativt element, der er mørkt gråtonet, et sekundært figurativt element, der er sort, og et tertiært figurativt element, der i den viste afbildning er lyst gråtonet.

Det første figurative element er rettet i en vinkel  $\alpha$ , der i den viste afbildning er ca.  $35^\circ$  i forhold til en akse A, der angiver en retvinklet afbildning af det primære figurative element. Det andet figurative element er rettet i en vinkel  $\beta$ , der i den viste afbildning er ca.  $20^\circ$  i forhold til akse A, der angiver den retvinklede afbildning af det sekundære figurative element. Det tertiære figurative element er rettet i en vinkel  $\delta$ , der i den viste afbildning er ca.  $5^\circ$  i forhold til akse A, der angiver den retvinklede afbildning af det tertiære figurative element.

Vinklerne  $\alpha$ ,  $\beta$  og  $\delta$  kan variere vilkårligt mellem  $0^\circ$  og  $90^\circ$ . Det afhænger fuldstændigt af positionen af beskueren i forhold til placering af trykket på den plane trykbærer. Den plane trykbærer, som det figurative tryk bliver lagt på, kan være en jordoverflade såsom en græsplæne, en vejbane såsom en parkeringsplads, en husfacade såsom på et firmadomicil, et transportmiddel såsom en bus eller endnu andre applikationer.

Det vil være muligt at benytte tryk ifølge opfindelsen, der består af et antal af de primære, de sekundære og de tertiære figurative elementer.

## KRAV

1. Figurativt tryk på en plan trykbærer, og hvilket tryk er plant og omfatter et primært figurativt element, der afbilleder en information i to dimensioner, k e n d e t e g -  
5 n e t ved, at det primære figurative element set i retning vinkelret på den plane trykbærer er lagt på med en vinkelændring  $\alpha$  af det figurative element i forhold til en retvinklet afbildning af det figurative element på den plane trykbærer, og at vinkelændringen  $\alpha$  er lig en vinkel mellem en retvinklet beskuelse af trykket og en i forhold til retvinklet skæv beskuelse af trykket.
- 10 2. Figurativt tryk ifølge krav 1, k e n d e t e g n e t ved, at trykket omfatter et sekundært figurativt element, hvilket sekundære figurative element afbilleder informationen i en tredje dimension, at det sekundære figurative element set i retning vinkelret på den plane trykbærer er lagt på med en vinkelændring  $\beta$  af det figurative element i forhold til en retvinklet afbildning af det figurative element på den plane trykbærer, og at  
15 vinkelændringen  $\beta$  er lig en vinkel mellem en retvinklet beskuelse af trykket og en i forhold til retvinklet skæv beskuelse af trykket.
3. Figurativt tryk ifølge krav 2, k e n d e t e g n e t ved, at det sekundære figurative  
20 element er en skygge af det primære figurative element.
4. Figurativt tryk ifølge krav 2, k e n d e t e g n e t ved, at det sekundære figurative element er et relief af det primære figurative element.
- 25 5. Figurativt tryk ifølge et hvilket som helst af de foregående krav, k e n d e t e g n e t ved, at trykket omfatter et tertiært figurativt element, hvilket tertiære figurative element afbilleder omgivelser til det primære og det tertiære figurative element, at det tertiære figurative element set i retning vinkelret på den plane trykbærer er lagt på med en vinkelændring  $\delta$  af det figurative element i forhold til en retvinklet afbildning af det  
30 figurative element på den plane trykbærer, og at vinkelændringen  $\delta$  er lig en vinkel

mellem en retvinklet beskuelse af trykket og en i forhold til retvinklet skæv beskuelse af trykket.

5 6. Figurativt tryk ifølge krav 5, k e n d e t e g n e t ved, at det tertiære figurative element udgør en forgrund, fortrinsvis en ramme, mere fortrinsvis en baggrund

10 7. Figurativt tryk ifølge et hvilket som helst af de foregående krav, k e n d e t e g n e t ved, at trykket er fremstillet af en hærdeleg flydende farve, at farven i flydende tilstand er lagt på den plane trykbærer, og at farven er hærdelet på den plane trykbærer.

8. Figurativt tryk ifølge et hvilket som helst af de foregående krav, k e n d e t e g n e t ved, at trykket er fremstillet ved trykning på et bæremedium, og at bæremedit er lagt på den plane trykbærer.

15 9. Fremgangsmåde ifølge et hvilket som helst af de foregående krav, k e n d e t e g n e t ved, at den plane trykbærer er en jordoverflade såsom en græsplæne, en vejskråning, en gårdsplads eller en parkeringsplads.

20 10. Anvendelse af figurativt tryk ifølge et hvilket som helst af de foregående krav til brug som informationstryk, fortrinsvis som reklametryk.



## SAMMENDRAG

Opfindelsen angår et figurativt tryk til en plan trykbærer. Det figurative tryk omfatter i en foretrukket udførelsesform både et primært, et sekundært og et tertiært figurativt element. Hvert af de tre elementer udviser en vinkelændring på mellem  $0^\circ$  og  $90^\circ$  i forhold til en retvinklet afbildning af det figurative tryk på den plane trykbærer, således at det figurative tryk fremstår med speciel effekt, når trykket beskues fra en skæv position i forhold til en retvinklet beskuelse.

10 Fig. 1

1/3

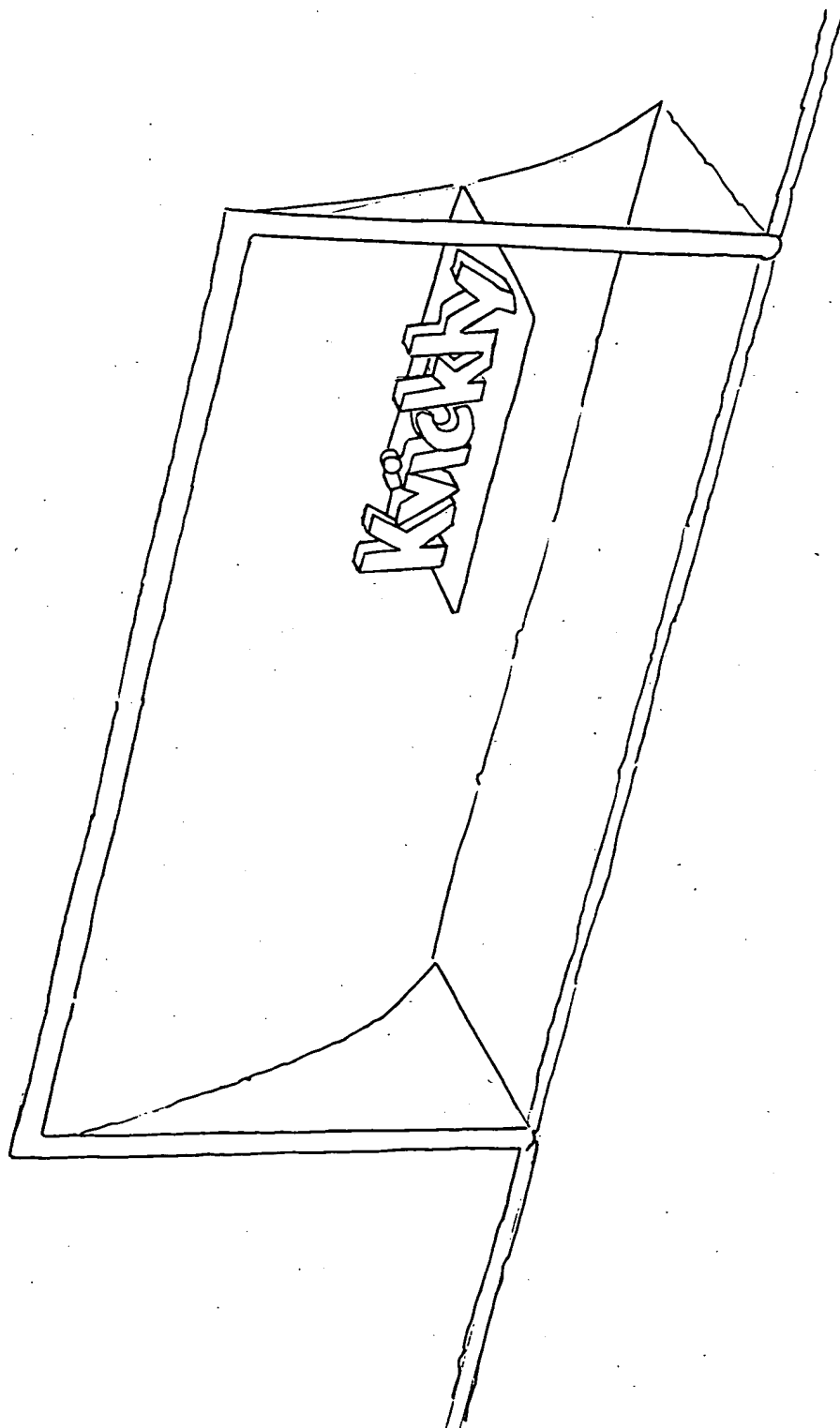
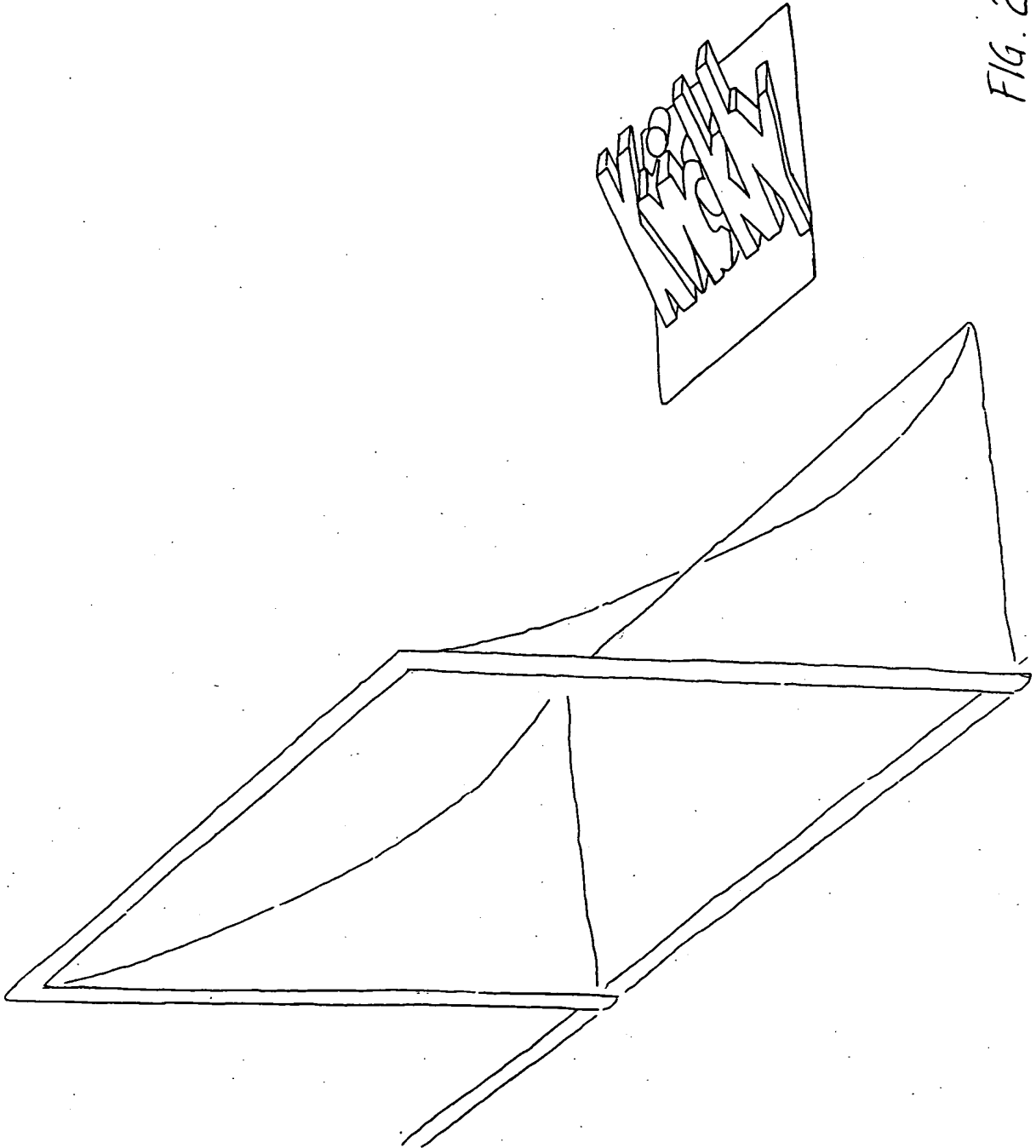


FIG. 1

2/3

FIG. 2



3/3

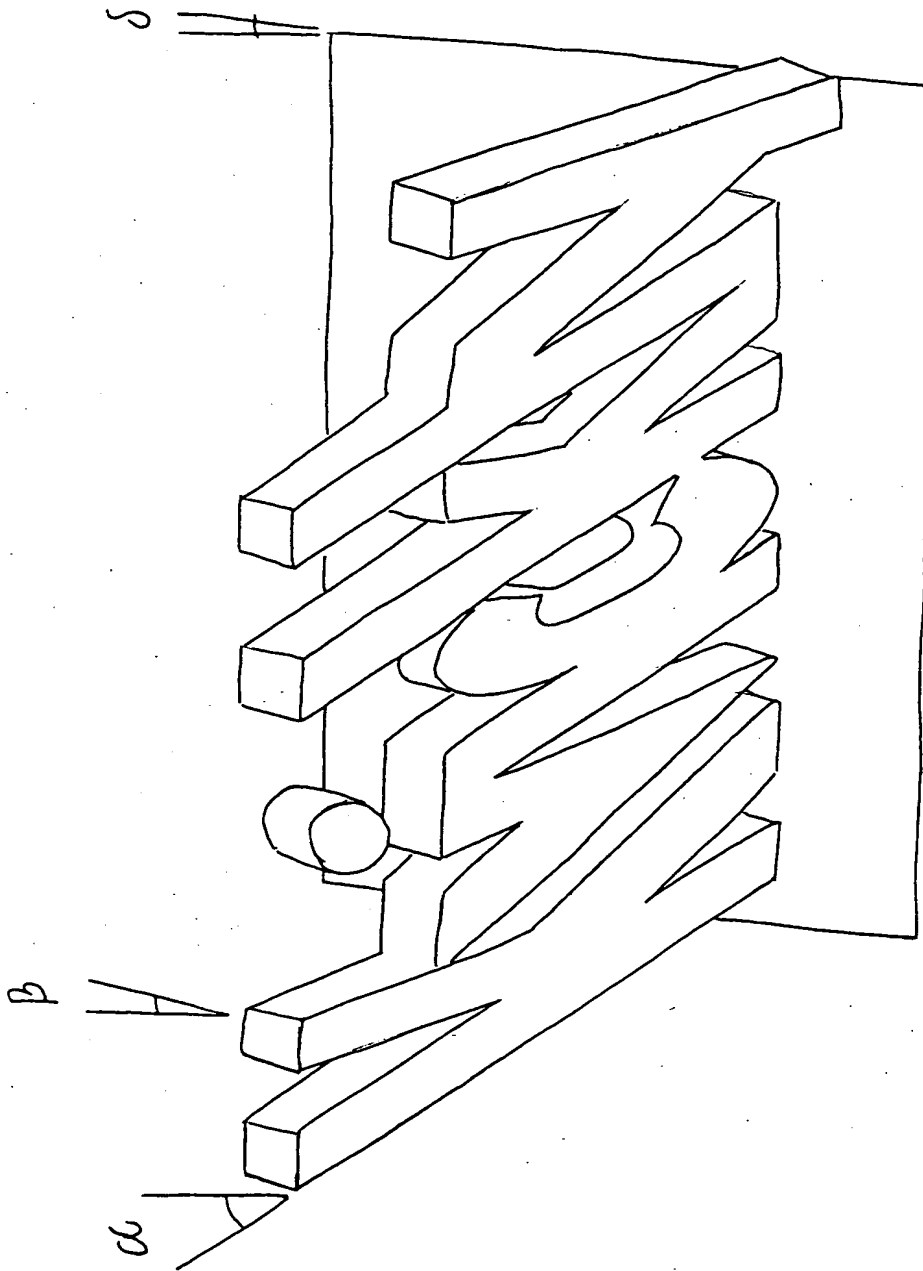


FIG. 3

## FIGURATIVE PRINT ON A PLANE PRINT CARRIER AND USE OF SUCH FIGURATIVE PRINT

### Background of the invention

5 The present invention relates to a figurative print on a plane print carrier, and which print is plane and comprises a primary figurative element depicting an information in two dimensions.

10 It is known to apply a figurative print, like an advertising print, on a plane print carrier, like a football field. The print is depicted in two dimensions, like the print will normally appear on a plane print carrier. Thus, the print is intended to be viewed perpendicularly to the plane print carrier such as a lawn. Especially in connection with football fields, this is an advantage so that many of the spectators at the football match may see the advertising print. However, it is a drawback that a spectator like a television viewer of a television transmitted football match does not get the full benefit from the advertising value of the advertising print, as a given TV camera is not necessarily placed and views the advertising print in such a way that the advertising print  
15 appears in the best possible way for a television viewer.

20 It is the purpose of the present invention to provide a figurative print which is applied to a plane print carrier so that the print appears in the best possible way for a chosen viewer.

25 This purpose is achieved with a figurative print which is peculiar in that the primary figurative element as seen in a direction perpendicular to the plane print carrier is applied with an angular displacement  $\alpha$  of the figurative element as compared to a perpendicular view of the figurative element on the plane print carrier, and that the angular displacement  $\alpha$  is equal to an angle between a perpendicular view of the print and an oblique view of the print relative to the perpendicular view.

30 The oblique viewing of the print may correspond to an angle at which a TV camera is placed as compared to a perpendicular viewing of the print. The oblique viewing of

the print may also correspond to an angle that e.g. car drivers on a road pass as seen in relation to a perpendicular viewing of the print. The oblique viewing of the print may be any angle so that the print appears in the best possible way before a viewer in a given position relative to the print, i.e. corresponding to a perpendicular view facing the viewer in question.

In a preferred embodiment of the figurative print according to the invention, the print is peculiar in that the print comprises a secondary figurative element depicting the information in a third dimension, that the secondary figurative element as seen in a direction perpendicular to the plane print carrier is applied with an angular displacement  $\beta$  of the figurative element as compared to a perpendicular view of the figurative element on the plane print carrier, and that the angular displacement  $\beta$  is equal to an angle between a perpendicular view of the print and an oblique view of the print relative to the perpendicular view.

By imparting a secondary figurative element to the print it is possible to achieve a three-dimensional effect of the print for the viewer in question. As the primary figurative element, the secondary figurative element is subjected to an angular displacement which results in a three-dimensional effect that is the best possible for the viewer in question, i.e. a three-dimensional effect corresponding to a perpendicular viewing of the print.

A secondary figurative element may be a shadow effect, a relief effect or another three-dimensional effect of the primary figurative element. In alternative embodiments the print is provided with a tertiary figurative element that may comprise a foreground, a background or a frame.

The print according to the invention may be applied directly to the plane print carrier by spraying ink on the plane print carrier or in another way. The print according to the invention may also be applied to the plane print carrier by making the print on a carrying medium like a paper web, and that the carrying medium subsequently is applied to the plane print carrier, e.g. by pasting.

**Description of the drawing**

The invention will be described in the following with reference to the attached drawing, in which

- 5     Fig. 1    is a perspective view of a best possible viewing of the print according to the invention,
- Fig. 2    is a perspective view of a very inferior viewing of the print according to the invention,
- Fig. 3    is a plane view of a print according to the invention.

10

Fig. 1 shows how a print according to the invention will be viewed by a viewer that is positioned in the best possible way for viewing the print. The print shows the mark Kquickly, which in Denmark is a tradename for conveniences sold by Fællesforeningen for Danmarks Brugsforeninger, the Danish Co-operative Wholesale Society. The print is illustrated in a situation, where the print is applied to a football field behind a foot-  
15     ball goal.

The print consists of a first figurative element which is toned grey and which constitutes the word part, Kquickly, a secondary figurative element which is black and which  
20     gives a depth of the word part, Kquickly, and a tertiary figurative element which is white and which constitutes a background for the primary and the secondary figurative element.

The print is applied with angular displacements relative to a perpendicular view of the  
25     primary and the secondary figurative element so that the primary figurative element and the secondary figurative element in combination cause the mark Kquickly to appear as standing up perpendicularly on the football field and with a depth perpendicular to a back line behind the football goal. The print is applied with angular displacements relative to a perpendicular view of the tertiary figurative element so that the back-  
30     ground appears plane with the football field and rectangularly with sides that are perpendicular and parallel, respectively, with the back line behind the football goal.

Fig. 2 shows how a print according to the invention will be viewed by a viewer who is positioned very inferiorly in relation to a viewing of the print. It appears that the print does not achieve the same effect as if viewed from a position corresponding to Fig. 1. Viewing as in Fig. 2 is actually worse than viewing of a print that is plane with the football field, and which is depicted as viewed perpendicularly and seen perpendicu-  
5 larly on the football field. The print according to the invention is, however, intended to be viewed by a viewer in a given position in relation to the print, which position is different from the position in Fig. 2 and equal to the position in Fig. 1.

10 The print according to the invention is therefore intended to make allowance for a viewer viewing the print from a given position relative to the print which is an oblique viewing of the print compared to the perpendicular viewing of the print. The print may thus be intended to make allowance for a television viewer of a football match view-  
15 ing the print from a position of a TV camera or to make allowance for a car driver in front of a company domicile viewing the print from a position on a road.

Fig. 3 shows a plane view of the print as it appears when the print is viewed perpen-  
dicularly and seen perpendicularly on the plane of the paper. The print comprises a  
20 primary figurative element that is toned dark grey, a secondary figurative element that is black, and a tertiary figurative element that in the shown view is toned light grey.

The first figurative element is directed at an angle  $\alpha$  which in the shown view is about 35° relative to an axis A indicating a perpendicular view of the primary figurative element. The second figurative element is directed at an angle  $\beta$  which in the shown  
25 view is about 20° relative to the axis A which indicates the perpendicular view of the secondary figurative element. The tertiary figurative element is directed at an angle  $\delta$  which in the shown view is about 5° relative to the axis A indicating the perpendicular view of the tertiary figurative element.

30 The angles  $\alpha$ ,  $\beta$ , and  $\delta$  may vary arbitrarily between 0° and 90°. It depends completely on the position of the viewer in relation to the position of the print on the plane print carrier. The plane print carrier to which the figurative print is applied may be a ground



surface such as a lawn, a road way like a parking lot, a house front like a company domicile, a transport means like a bus, or even further applications.

5 It will be possible to use print according to the invention consisting of a number of the primary, secondary and tertiary figurative elements.

## CLAIMS

1. A figurative print on a plane print carrier, and which print is plane and comprises a primary figurative element depicting an information in two dimensions, characterised in that the primary figurative element as seen in a direction perpendicular to the plane print carrier is applied with an angular displacement  $\alpha$  of the figurative element as compared to a perpendicular view of the figurative element on the plane print carrier, and that the angular displacement  $\alpha$  is equal to an angle between a perpendicular view of the print and an oblique view of the print relative to the perpendicular view.
2. A figurative print according to claim 1, characterised in that the print comprises a secondary figurative element depicting the information in a third dimension, that the secondary figurative element as seen in a direction perpendicular to the plane print carrier is applied with an angular displacement  $\beta$  of the figurative element as compared to a perpendicular view of the figurative element on the plane print carrier, and that the angular displacement  $\beta$  is equal to an angle between a perpendicular view of the print and an oblique view of the print relative to the perpendicular view.
3. A figurative print according to claim 2, characterised in that the secondary figurative element is a shadow of the primary figurative element.
4. A figurative print according to claim 2, characterised in that the secondary figurative element is a relief of the primary figurative element.
5. A figurative print according to any of the preceding claims, characterised in that the print comprises a tertiary figurative element depicting surroundings of the primary and secondary figurative element, that the tertiary figurative element as seen in a direction perpendicular to the plane print carrier is applied with an angular displacement  $\delta$  of the figurative element as compared to a perpendicular view of the figurative element on the plane print carrier, and that the angular displacement  $\delta$  is equal

to an angle between a perpendicular view of the print and an oblique view of the print relative to the perpendicular view.

5 6. A figurative print according to claim 5, characterised in that the tertiary figurative element constitutes a foreground, preferably a frame, more preferably a background.

10 7. A figurative print according to any of the preceding claims, characterised in that the print is made of a curable, liquid printing ink, that the ink is applied on the plane print carrier in a liquid state, and that the ink is cured on the plane print carrier.

15 8. A figurative print according to any of the preceding claims, characterised in that the print is made by printing on a carrying medium and that the carrying medium is laid on the plane print carrier.

9. A method according to any of the preceding claims, characterised in that the plane print carrier is a ground surface such as a lawn, a slope along a road, a yard, or a parking lot.

20 10. Use of a figurative print according to any of the preceding claims for use as informative print, preferably as advertising print.

1/3

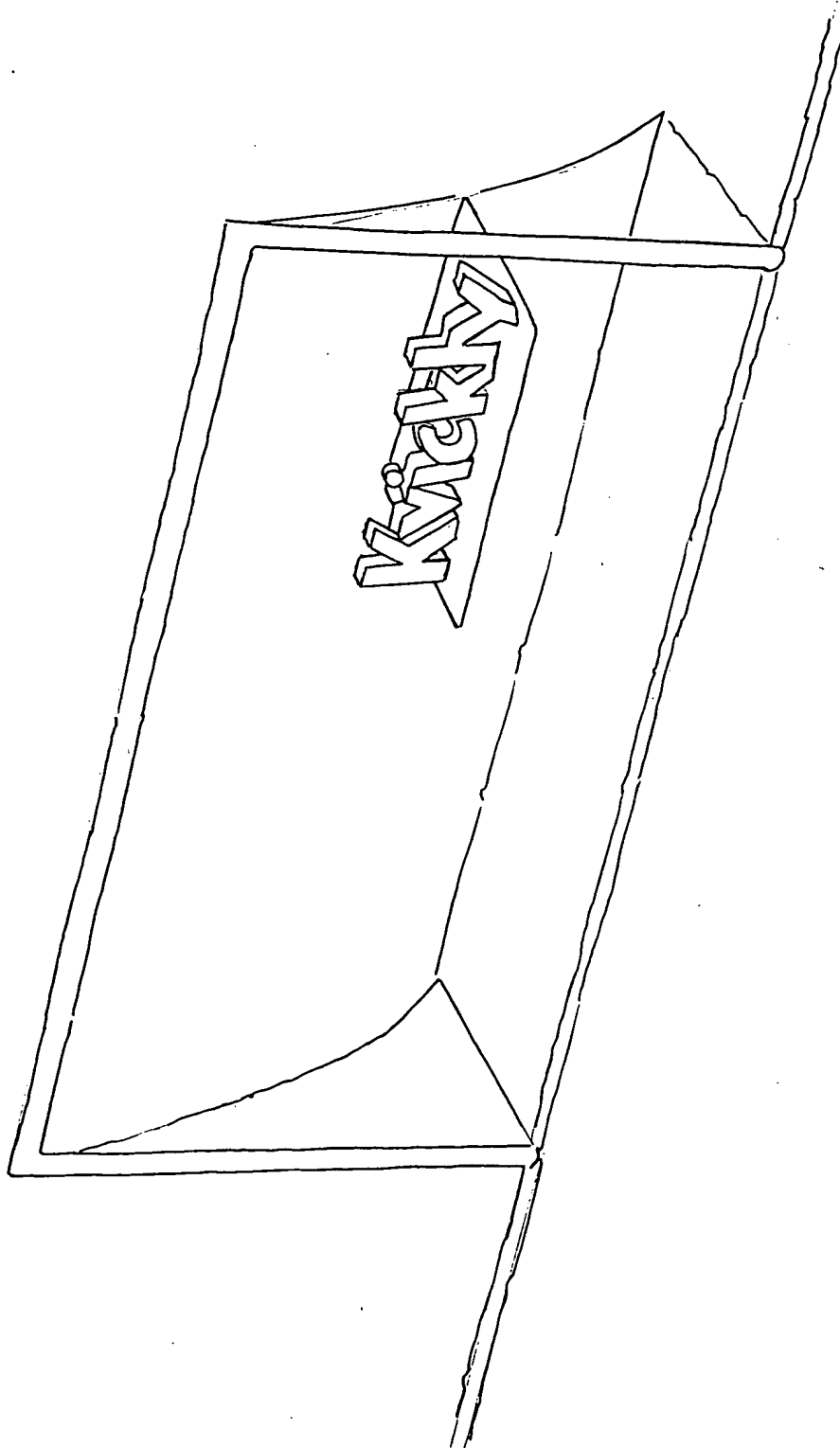
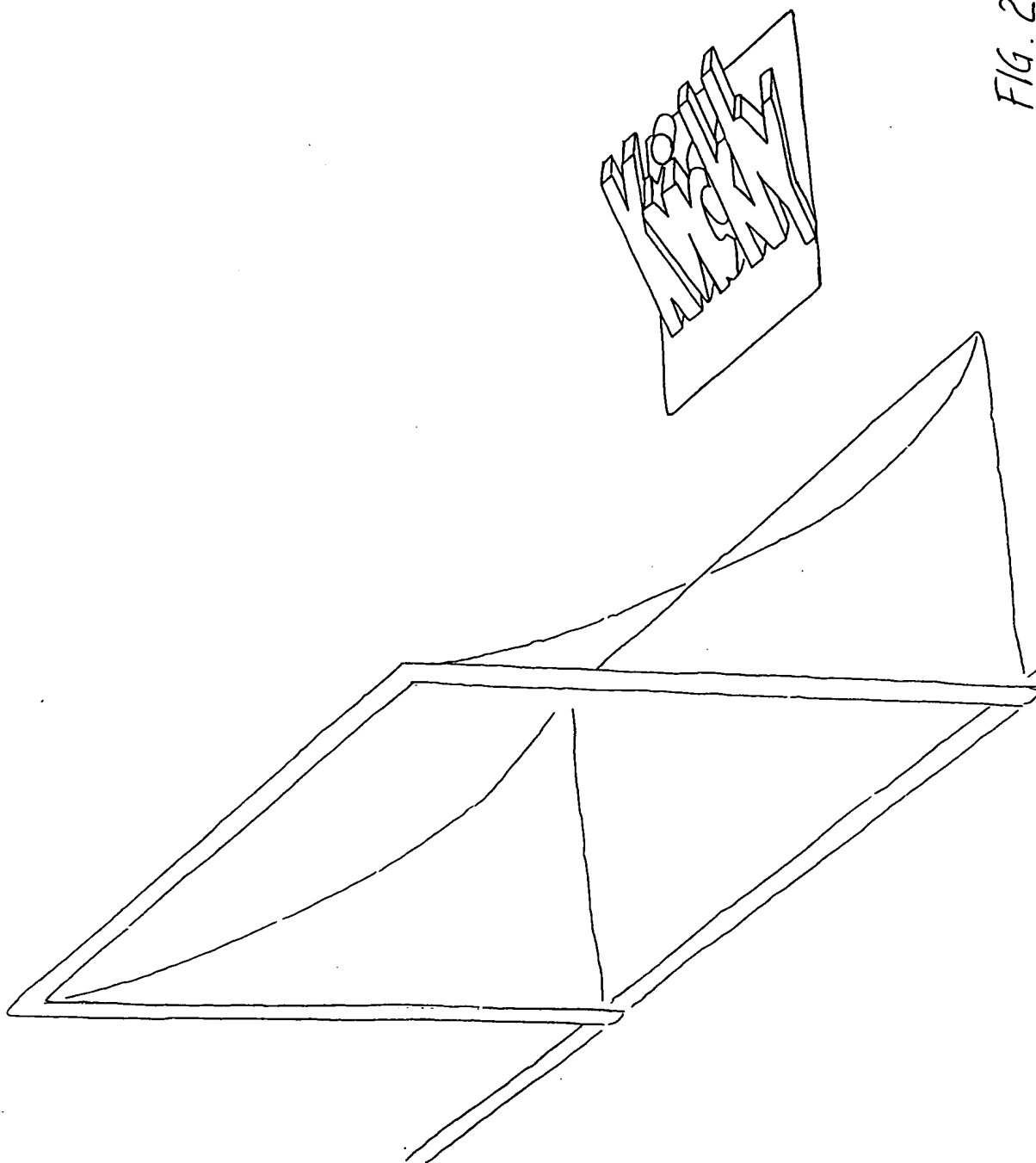


FIG. 1

2/3

FIG. 2



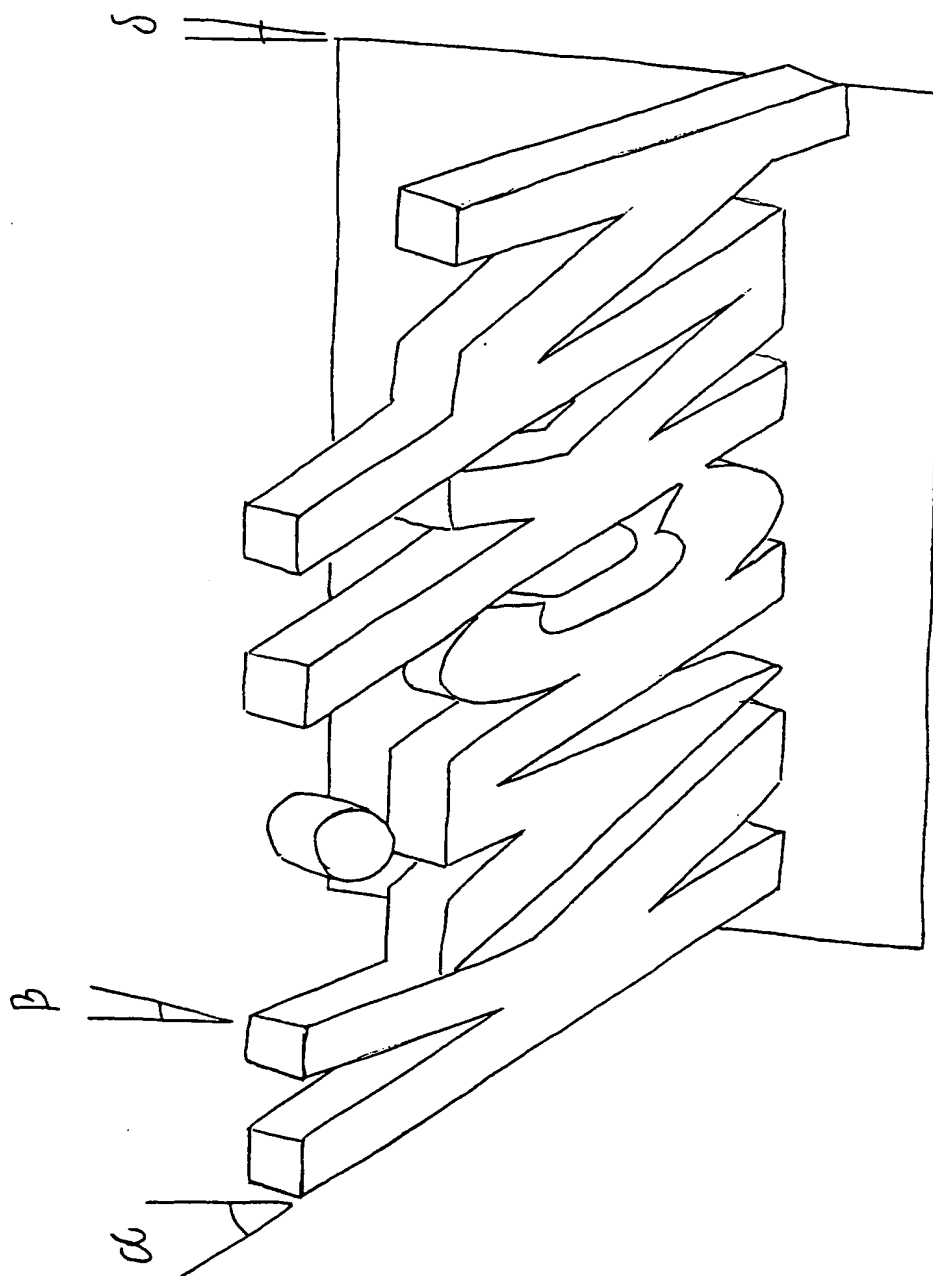


FIG. 3

## INTERNATIONAL SEARCH REPORT

International application No.

PCT/DK 98/00119

## A. CLASSIFICATION OF SUBJECT MATTER

IPC6: G09F 19/22

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC6: G09F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

SE,DK,FI,NO classes as above

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

WPI

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	DE 4214819 A1 (EISTERT, T.), 22 October 1992 (22.10.92), column 1, line 67 - column 2, line 11, figures 1-4 --	1-10
X	WO 9304559 A1 (RICHTMAN, J.M.), 4 March 1993 (04.03.93), page 2, line 1 - page 3, line 2; page 4, line 17 - page 6, line 5, figures 1-4 --	1-10
A	US 4956706 A (A. OHBA), 11 Sept 1990 (11.09.90) --	1-10
A	FR 2608788 A1 (GERARD, N.), 24 June 1988 (24.06.88) --	1-10

☒ Further documents are listed in the continuation of Box C.☒ See patent family annex.

\* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier document but published on or after the international filing date

"I" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"I" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance: the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance: the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&amp;" document member of the same patent family

Date of the actual completion of the international search

23 June 1998

Date of mailing of the international search report

29-06-1998

Name and mailing address of the ISA

Swedish Patent Office  
Box 5055, S-102 42 STOCKHOLM

Facsimile No. +46 8 666 02 86

Authorized officer

Paul Winblad

Telephone No. +46 8 782 25 00

## INTERNATIONAL SEARCH REPORT

International application No.

PCT/DK 98/00119

## C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 4667236 A (D. DRESDNER), 19 May 1987 (19.05.87)  -----	1-10



**INTERNATIONAL SEARCH REPORT**  
Information on patent family members

09/06/98

International application No.  
PCT/DK 98/00119

Patent document cited in search report			Publication date	Patent family member(s)	Publication date
DE	4214819	A1	22/10/92	NONE	
WO	9304559	A1	04/03/93	NONE	
US	4956706	A	11/09/90	CA 1319417 A DE 3920160 A FR 2633474 A,B GB 2221118 A,B JP 2084889 A	22/06/93 28/12/89 29/12/89 24/01/90 26/03/90
FR	2608788	A1	24/06/88	NONE	
US	4667236	A	19/05/87	NONE	